

IN THE CLAIMS

Please amend Claims 30, 39, 46, and 55 as follows:

Sub P1
1/30. (Once Amended) A computer system assisted method of generating a customized visual output to facilitate a sale of a product, the computer system comprising one or more computers and storing product images, product environment images and text segments of integration into the customized visual output, the method comprising:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the product;

C1
receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a product image, a product environment image, and a text segment; and

integrating the selected product image, the selected product environment image, and selected text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating to the product for sale.

App P2
10/39. (Once Amended) A computer system of one or more computers for generating a customized visual output to facilitate a sale of a product, the system comprising:

C2
a memory system, storing product images, product environment images and text segments;

a user interface provided to prompt a user of the computer system with a plurality of questions related to at least one feature and desired use of the product and to input answers to the plurality of questions; and

Sub 02
a processing system, coupled to the memory system and user interface,

wherein

the processor automatically selects, in response to at least one of the input answers, a product image, a product environment image, and a text segment and integrates the selected product image, the selected product environment image, and the selected text segment into a custom visual output; and

the customized visual output comprises a single composite visual output relating to the product for sale.

Sub 03 17/16. (Once Amended) A computer readable medium tangibly embodying instructions which, when executed as a process by a computer system of one or more computers comprises the steps of:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the product;

receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a product image, a product environment image, and a text segment; and

integrating the selected product image, the selected product environment image, and selected text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating to the product for sale.

Sub 04 26/85. (Once Amended) A computer system assisted method of generating a customized visual output to facilitate a sale of a ware offered for sale to a customer, the computer system